

SATELLITE SOLUTIONS FOR THE NEW AUDIOVISUAL ECOSYSTEM

Keeping up with transformative movements driven by a series of state-of-the-art technologies, satellite operators are swiftly responding to the demands of a continuously evolving and often abrupt market to maintain their global leadership. Formerly viewed as providers that solely offered services based on leasing C-band and Ku-band transponders from traditional satellites, they now embrace the new era of new space and new ground as solution providers, leveraging various means and innovative resources such as cloud utilization, among others. In this context, the three major geostationary satellite operators, SES, INTELSAT, and EUTELSAT, present their solutions for content contribution, distribution, and delivery to different entities within the value chain of the new audiovisual ecosystem, including broadcasters, pay-TV operators, streaming services, FAST channels, and OTT platforms, among others. This panel offers an excellent opportunity to reassess outdated concepts that many professionals may still hold from the past.

Moderator: J.R. Cristovam, CEO, Technical Director of UNISAT TELECOM

- **IS THERE STILL ROOM FOR SATELLITE TRANSMISSION IN A CHANGING MARKET ENVIRONMENT?**

Presenter: Ignacio Gonzalez, Senior Regional VP Media Sales America, Eutelsat

As viewing habits evolve, the rise in OTT services and multi-device viewing has made video distribution more complex for broadcasters and service providers.

Multiple media formats, new devices and access methods and network infrastructure costs are all part of the challenge in delivering a cohesive, cost-effective, and cross-device, end-user experience.

Join us at SET EXPO where we will be discussing the reality of linear TV consumption today, the challenge in meeting evolving modes of content consumption, and how a simplified approach to content distribution with Native IP complements traditional broadcast and access to mobile screens for a consistent, quality TV experience, even beyond terrestrial boundaries.

- **INTELSAT MEDIA SERVICES: INNOVATION IN CONTENT DISTRIBUTION**

Speaker: Marcelo Amoedo, Senior Sales Director - Intelsat Broadcast Services, Brazil

Intelsat explores the transformation of the global media landscape, including specifically Brazil, and how it is adapting to meet the ever-evolving needs of modern

programmers. The company is innovating in hybrid distribution models and increasing investments in Brazil, including a new Media PoP in Rio de Janeiro.

- **PANORAMA AND PERSPECTIVES: SES MEDIA**

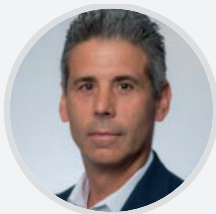
Speaker: Jurandir Pitsch, VP, Sales and Market Development - Video - Latin America, SES

SES will present a brief overview of the current broadcast industry landscape from its perspective, trends, and latest solutions included in its SES Media portfolio, including the most applicable ones for Broadcasters, DTH (Direct-to-Home), Occasional Use, IP Delivery, Cable Distribution, Channel Management, OTT (Over-The-Top), and SES 360.



J.R. Cristovam, CEO, Technical Director of UNISAT TELECOM

José Raimundo Cristóvam Nascimento, professor, researcher and international consultant for UNISAT Consultoria, Engenharia e Training for national and international entities in the TV, terrestrial and satellite telecommunications sectors, transport of audiovisual content via IP and non-IP networks and new communications technologies in a very broad way. Electronic Engineer for UFRJ/UGF, postgraduate degree in telecommunications for UFF and specialization in Japan (NEC) and the USA (TCSF). He worked as an engineer in the areas of terrestrial microwaves and TV centers for NEC do Brasil, from television for TELEBAHIA and satellite communications, commercial engineering and videoconferencing to the EMBRATEL. Creator in 2007 of the UFF MBA in Digital TV, Radio Broadcasting and New Mass Electronic Communication Media, where he held roles as content writer, technical coordinator and teacher. He has been organizing congresses, seminars, workshops, acting as moderator and giving lectures in different environments, academic and professional, in the country and abroad. He worked as a professor on undergraduate and postgraduate courses at different universities. Partner-founder, CEO/Technical Director of UNISAT TELECOM, creator, director and presenter of the fortnightly program TECH Fry Day on the UNISAT TELECOM YouTube channel, co-director of Portal SAT and long-time collaborator of SET.



Ignacio Gonzalez, Senior Regional VP Media Sales America, Eutelsat

Ignacio Gonzalez-Nunez is the Senior VP of Media Sales at Eutelsat in the Americas. Previously, he was VP of Business Development, Chief Group Risk Officer (CRO) and led the strategic expansion of Eutelsat's business in the Americas through the acquisition of Mexico's Satmex and obtaining Brazilian operating licenses. Prior to his position as CRO, he held the role of Advisor to the CEO, leading Eutelsat's corporate development and transformation projects, while serving as Regional Director for Spain and Latin America. After completing the 33% strategic investment in Hispasat, he served as Deputy CEO and CCO of Hispasat to facilitate the strategic partnership, achieving 33% revenue growth in 2 years. Ignacio was a member of the board of Eutelsat Latin America, 2014-2020. He was also deputy director of the European Satellite Operators Association, 2007-2014, representing Eutelsat, where he was elected VP in 2007. In 2018, he promoted the creation of the Colombian Space Agency, of which he is an associate member. Ignacio has an MBA from IE Business School and a master's degree in Satellite Technology and Communications Space for the University College London.



Marcelo Amoedo, Senior Sales Director - Intelsat Broadcast Services, Brazil

Business professional with more than 20 years of experience in the Broadcast market and knowledge in video transmission and compression systems, Digital TV and satellite communication services. At Intelsat he works as responsible for commercializing space segments for use in permanent broadcast services and occasional use, as well as managed media services. Computer Network Technologist, Bachelor of Business Administration and Postgraduate in MBA in Digital TV, Broadcasting and New Media.



Jurandir Pitsch, VP, Sales and Market Development - Video - Latin America, SES

Jurandir Pitsch is Commercial Vice President of Latin America South. He joined the company in 2002, after working at the Telebrás Research and Development Center and working in the areas of engineering, operations, development and vice-presidency of Marketing at Comsat Internacional do Brasil. Pitsch graduated in Electronic Engineering from the University of Campinas (Unicamp) in 1980. In 1991, after working as a systems engineer for the Telebrás Research and Development Center (CPqD), he joined Comsat Internacional in Brazil, where he worked in the areas engineering, operations and development products, becoming Vice President of Marketing in 1998. Jurandir joined SES in 2002 as Senior Sales Director for Latin America and in 2009 assumed the Vice Presidency of Market Development. In 2014, he returned to lead the sales and at the moment is Commercial Vice President for South Latin America. Jurandir Pitsch is a member of the Brazilian Satellite Association (Abrasa) and has written numerous articles regarding satellite communication.